



THE CHICKEN FARMER

Chicken Farmers of Canada has a New Chair

Dave Janzen, the new Chair of CFC, has represented British Columbia at CFC meetings as an alternate since 2006 and has been their director since 2008.

He joined the Executive Committee two years ago as the Member at Large and was 1st Vice Chair in 2011. His family farm in Abbotsford, that he and wife Jeannie started from scratch in 1981, has been home to four Janzen kids, now aged 21-27, and is right next door to the Fraser Valley dairy farm where he grew up. Dave and his family produce nearly 1 million kg each year.

"I'm looking forward to the challenge," said Janzen. "I've been at the table for a few years and there are some important issues facing the industry right now that we'll need to rally around and overcome. Chicken farmers need to understand that the sustainability of our system hinges on maintaining the support of both governments and consumers, and at the same time respecting the needs of farmers and industry."

Dave Janzen replaces David Fuller, from Nova Scotia, who has been Chair since 1999. **Welcome aboard, Dave!**



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RBC and Farm & Food Care Foundation encourage Canadian farmers to grow a greener, more sustainable future

According to a new report released March 6th by RBC and the Farm & Food Care Foundation, further investment and innovation in sustainable business practices at the farm level is critical for the future success of the Canadian agriculture industry.

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- Andrea Bolger

“Canadian farmers have an established track record as leaders in sustainable farm management,” said Andrea Bolger, head, Business Financial Services, RBC. “With continued investment in innovative technology and energy efficient equipment; farmers can capitalize on the many productivity benefits of sustainable business, while ensuring access to global markets, now and in the future”

The report entitled, *Growing from Strength: Farmers enhancing productivity with sustainable innovation*, provides an overview of the latest trends and technologies in the agricultural industry and how farmers can incorporate environmental considerations into strategic decision making so they can continue to provide healthy, safe and affordable food.

“We’ve seen a growing trend over the past 10 years in some regions among Canadian farmers making investments in environmental sustainability,” said Bruce Christie, chair, Farm & Food Care Foundation. “For example, in 2010, farmers in Ontario invested more than five times the amount in environmental improvements to their farms than in 1999.”

Key highlights of the report:

- Major trends driving change in the agriculture sector such as farmers’ important role in feeding a growing global, urbanized population, competing land uses, consumer scrutiny and biological innovation.
- The top environmental challenges that farmers need to be aware of:
 - Land productivity: Doing more with less
 - Water: Protecting an essential resource
 - Ecosystem services: Stewards of habitat and biodiversity
 - Climate change: Adapting to uncertainty
 - Bioenergy and biomaterials: Discovering market opportunities



- Case studies that showcase best-in-class examples of how farmers are responding to global environmental sustainability challenges by greening their business for enhanced productivity and reduced operating costs.


Copies of the report (in English and French) are available on the RBC Commercial Advice Centre at rbc.com/business-advice and on the Farm & Food Care Foundation's website at farmfoodcare.org.

RBC and the environment

RBC has long been committed to environmental sustainability, and will maintain that commitment through the activities detailed in its Environmental Blueprint. The RBC Environmental Blueprint formalizes RBC's longstanding commitment to environmental sustainability, outlining our policy, priorities and objectives, which include reducing the intensity of our environmental footprint, promoting responsible lending, and offering environmentally responsible

products and services. In 2011, RBC was named one of the Global 100 Most Sustainable Corporations in the World, one of Canada's Greenest Employers, one of Canada's Top 50 Socially Responsible Corporations, and one of Canada's Best 50 Corporate Citizens. RBC is also listed on the Dow Jones Sustainability World and North American Indices, the Jantzi Social Index, the FTSE4Good Index and the Canadian Carbon Disclosure Leadership Index.

About Farm & Food Care Foundation

The need to connect the consumer with farmers has never been greater. Canadian farms are at the leading edge of innovations to reduce the impact of food production on our environment. The Farm & Food Care Foundation plays a key role in communicating to the public with a true and positive story about Canada's farming and food production systems. 

Poultry Research Update

Twenty-two research projects funded by the Canadian Poultry Research Council (CPRC) have been completed to date. Outlined below is a summary of one of those research projects that is to be completed this year. Additional project summaries for completed and in-progress research are available on the CPRC website at www.cp-rc.ca.

Distillers dried grains with solubles (DDGS) as a potential source of immunostimulatory and growth-promoting activity for poultry

Principal Investigator: Bogdan Slominski, University of Manitoba

Start Date: October 2009

End Date: October 2012

Total Project Funding: \$321,000 (CPRC \$54,000, Poultry Industry Council \$39,000, Natural Sciences and Engineering Research Council of Canada (NSERC) \$174,000, Canadian Bio-Systems Inc. \$45,000, plus \$9,000 (in kind))


It is estimated that the ethanol plants in Canada will generate 1.3-1.4 million tonnes of corn and wheat Dried Distiller Grain with Solubles (DDGS) destined for animal and poultry feeding per year. In order to derive maximum value from these co-products, their natural advantage as feed ingredients must be presented to the poultry industry.

Dr. Slominski has been involved in extensive research on chemical and nutritive evaluation of corn and wheat DDGS and nutrient availability data development for poultry and swine. What has not yet been considered is the fact that, as co-products of brewer's yeast fermentation, DDGS will contain a significant quantity of components beneficial for gut development and health and be effective in immune



system stimulation. Because of their immunomodulating activity, it is thought that they may serve as alternatives to antibiotics for poultry production.

The objective of this research is to investigate the effect of corn and wheat DDGS vs. yeast-derived products on growth performance, gastrointestinal tract development, and immune system function in broiler chickens. Any potential synergistic effect of these additives and the use of enzyme technology to modify and/or to release the active carbohydrate components from the yeast cell wall structure will also be investigated.

Because of the ongoing increase in livestock feed costs there is a search for alternative feedstuffs to help decrease the cost of poultry feed. Many studies have indicated that wheat DDGS can be a valuable source of energy, protein and amino acids. In order to look more closely at the value, a network, Feed Opportunity for Biofuels Industries (FOBI), was formulated and operated from May 2009 to March 2011. This network was a collaborative and multidisciplinary network composed of researchers from public and private research institutes. The goals of FOBI were to optimize the feed value of wheat DDGS with solubles and look at additional value to bio-ethanol products. With these in mind several projects were carried out and a Wheat DDGS Feed Guide was formulated as a result. This feed guide reviews the background of wheat DDGS and a clear summary of the results of the studies on energy content, protein and amino acid content and digestibility and feeding studies. There are also recommendations on how to effectively add wheat DDGS to poultry diets. For more information please visit www.ddgs.usask.ca. 

In Brief

Chicken processors hold line on salmonella: study

In spite of the still-slow economy, U.S. chicken processors have managed to turn in a solid record on keeping salmonella under control, according to a study by RTI International and USDA's Food Safety and Inspection Service.

The study, published in the March 2012 issue of the *Journal of Food Protection*, examined 182 federally inspected chicken processing facilities between 2007 and 2009, to try to detect any relationship between financial performance and FSIS test results for salmonella contamination, according to a release posted on RTI's website.

The researchers noted that food processing establishments spend money to implement and maintain food safety practices; during times of economic slowdown, researchers theorized that the companies may be inclined to limit operating costs by reducing these investments.

The study found, however, that financial performance measures were not directly associated with FSIS's salmonella test results that verify process control in establishments that slaughter young chickens except in the few cases where firms were in bankruptcy.

"Our study found that even those establishments under financial stress were implementing food safety practices sufficient to control *Salmonella* contamination, which may address some concerns about the effects of the economy on safety measures in food production," said Mary K. Muth, director of RTI's Food and Nutrition Policy Research Program, and the study's lead author.

(From meatingplace.com on March 8th)


Jacques Laforge Appointed New CEO of Dairy Commission

Agriculture Minister Gerry Ritz appointed Jacques Laforge as the new Chief Executive Officer (CEO) of the Canadian Dairy Commission (CDC) on February 7th.

"I'm very pleased to announce Mr. Laforge's appointment to the Canadian Dairy Commission," said Minister Ritz. "As both a farmer and a former president of the Dairy Farmers of Canada, Mr. Laforge has established himself as a driving force in the Canadian dairy industry. I am certain that his knowledge and passion for the industry will continue to serve our dairy producers and processors well as he takes on this important new role."

Mr. Laforge will work with producers, processors, the restaurant industry, and consumers to build a long-term vision for the CDC and its stakeholders that will include innovative ways to continue to build a strong, sustainable dairy industry.

The CDC is a Crown corporation established in 1966 to coordinate federal and provincial dairy policies and create a control mechanism for stabilizing milk production and revenues. The CDC plays a key role in shaping dairy policy in Canada and provides a framework for the effective management of the industry as a whole, which is a jurisdiction shared by the federal government and the provinces.

Mr. Laforge's appointment is effective immediately for a term of three years. To learn more about the CDC, please visit www.cdc-ccl.gc.ca/CDC/index.php. 



News From the Hill

Meetings

CFC's Executive Committee met with the Honourable Ed Fast, Minister of International Trade on January 17th in Ottawa. The meeting was to discuss active topics such as the Chicken Import Working Group and the Government's trade agenda. The latter included Canada's position on supply management and the Canadian strategy to defend supply management in international trade negotiations. These have been front burner issues over the past few months, especially in the context of Canada-European Union Trade Agreement (CETA) talks, and Canada's recent decision to push for inclusion in the Trans Pacific Partnership (TPP).

House of Commons Standing Committee on Agriculture and Agri-Food

On December 8th, David Fuller, CFC Chair, and Mike Dungate appeared before the House of Commons Standing Committee on Agriculture and Agri-Food on the topics of *Growing Forward 2* and Business Risk Management (BRM).

The discussion of BRM with the Committee enabled David Fuller to emphasize that supply management is our industry's own BRM program. The Committee also heard how the chicken industry in Canada is mitigating risks and how government can support these efforts. If government and industry work together to properly manage these risks, chicken farmers will have the security to invest with confidence and to continue to innovate to grow our industry.

House of Commons Standing Committee on International Trade

The House of Commons Standing Committee on International Trade has been studying the Canada-European Union Trade Agreement (CETA). CFC has been closely monitoring the list of witnesses appearing before the committee and the ongoing discussions at the committee and has stayed in closed contact with members of the committee. However, Committee members are now meeting in-camera and discussions are only taking place internally. CFC is awaiting the committee's report. CFC is hopeful that the report will be positive and that the committee will recommend that Canada continue to defend all three pillars of supply management in international trade negotiations, especially in the context of the ongoing Canada-European Union Trade Agreement (CETA) talks.

Senate Standing Committee on Agriculture and Forestry

On February 7th, David Fuller, CFC Chairman, appeared before the Senate Agriculture and Forestry Committee on research and Innovation in the Agricultural Sector. During the presentation, CFC expressed that:


- Our industry's success depends on effective government policy – not taxpayer dollars
- Our stable risk management system of supply management permits our farmers to invest with confidence in their industry and their product
- By understanding and being transparent with consumers, we can adapt to their changing expectations and deliver chicken that they can count on
- Chicken farmers recognize that they have obligations beyond just the bottom line – we have responded positively to the food security needs of Canadians. Our food safety, biosecurity, animal care and traceability programs are not only providing benefits to farmers and industry, they are benefiting all Canadians
- We are continuously innovating and investing in our future

Also appearing at the same meeting was the Canadian Poultry Research Council and Turkey Farmers of Canada.

Joint Annual Reception

The four national poultry agencies, Chicken Farmers of Canada, Canadian Hatching Egg Producers, Egg Farmers of Canada and Turkey Farmers of Canada held their Joint Annual Reception on Wednesday March 21st at the Fairmont Château Laurier in downtown Ottawa.

The annual event drew countless stakeholders and industry members. As this year marks the 40th anniversary of the *Farm Products Agencies Act* (FPAA), the reception was a memorable one. On hand to celebrate the anniversary of the Act was Laurent Pellerin, Chairman of Farm Products Council of Canada, Pierre Lemieux, MP and Parliamentary Secretary to the Minister of Agriculture, as well as Ottawa Mayor, Jim Watson and other political and departmental officials.

The Joint Annual Reception is an annual event that offers poultry farmers and industry stakeholders an excellent opportunity to discuss important issues with elected and non-elected officials. The reception featured an excellent selection of dishes prepared with Canadian chicken, turkey and eggs. 

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The CFC Board of Directors and Committees

The Board



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National Farm Animal Care Council: Carole Girard

National Farmed Animal Health and Welfare Council: Rick Thiessen



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